FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00074527 **Type of Permit:** STILL **Release Date:** 02/13/2014

Production Company FOREVER 21 INC

Insured Company Name FOREVER 21 INC
Contact Phone No. 1 213-763-2855
Contact Phone No. 2
Fax 213-741-5111
Address 2001 S ALAMEDA ST
LOS ANGELES, California 90058

Production Title FOREVER 21 SPRING II

Type of Production Still Photo

Producer HANA CHO

Director ANDERS LYCKMAN

1st AD MITCH LEMOS

Production Manager HANA CHO

FilmL.A. Coordinator Sophia Alexander

Location Manager HANA CHO
Primary Phone Mobile - 213-308-4578
Secondary Phone

Location Assistant HANA CHO
Primary Phone Mobile - 213-308-4578
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,110.00

Number of Locations 1

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	S00074527	**Location Manager**	HANA CHO
Production Company	FOREVER 21 INC	Primary Phone	Mobile - 213-308-4578
Insured Company	FOREVER 21 INC	Secondary Phone	
Production Title	FOREVER 21 SPRING II		

Location Address 2100 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE BEACH (2100)

Location Type Beach

Film Dates 2/14/2014 - 2/15/2014 07:00 - 18:30 2 days

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Beaches and Harbors Conditions
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic

Please see attached documents
North Venice Parking lot map.pdf
ParkingGuidelines_2012-03-01.pdf
1GenFilmPermitConditions_2012-03-01.pdf
VeniceBeach_SpecialFilmingConditions_2012-03-01.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	15
Motor Homes	1

Personnel on Location

Type	Quantity
Cast	2
Crew	14

Filming Activities Equipment on property; Equipment on sand; Equipment on sidewalk only.; Exterior establishing shots; Handheld equipment; Filming Location: Tower Ave 19 & Ave 21; Props: A 6ft table for accessories and a clothing rack;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H6

Location Notes
PRODUCTION COMPANIES MAY ONLY CHOOSE 2 TOWERS WITHIN THIS AREA TO PERMIT. THE TOWERS MUST BE STIPULATED IN THE FILMING ACTIVITIES OF THE LOCATION. ANY DEVIATION FROM THE REQUESTED TOWERS MUST BE CHANGED ON THE PERMIT AND APPROVED THROUGH BEACHES AND HARBORS PRIOR TO FILMING.

All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.
No parking, blocking and/or staging in handicap spaces, electric charging stations or Pay & Display machines.
All companies must contact Parking Management at (310) 821-1081 prior to film date to make arrangements for parking (see parking guidelines)

Approvals

LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Denise Flores
LOS ANGELES POLICE DEPARTMENT	Sam Park

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number S00074527
Production Company FOREVER 21 INC
Insured Company FOREVER 21 INC
Production Title FOREVER 21 SPRING II

Location Manager HANA CHO
Primary Phone Mobile - 213-308-4578
Secondary Phone

Coordinator Note NO WATER ACTIVITY.

Coordinator Note MUST HAND CART ALL EQUIPMENT.

Coordinator Note NO VEHICLES ON BEACH

Coordinator Note MUST NOT BLOCK EMERGENCY ACCESS ROUTES

NOT PERMITTED TO FILM, BE ON, STORE EQUIPMENT ON ANY LIFEGUARD TOWER IN AREA.

Coordinator Note MODELS MUST USE BATHROOM STATIONS FOR CHANGING CLOTHES BETWEEN SHOOTS.

Coordinator Note NOT PERMITTED FOR NUDITY OR PARTIAL NUDITY ON COUNTY BEACHES.

WARDROBE CHANGES ON COUNTY BEACH NOT PERMITTED.

Coordinator Note MUST STAY 75 YARDS CLEAR OF THE LIFEGUARD BREAKWATER TOWER

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Other Location

NORTH VENICE BEACH/LA COUNTY LOT
2700 Venice Ave, Los Angeles, CA 90291

Parking Notes
Requesting 18 parking spots, 0700 - 1800. Will pay at entrance for spaces.

NOT A PERMIT

PARKING GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

NOT A PERMIT

General Film Permit Conditions

1. Production company must have a finalized copy of the film permit, including General Film Permit Conditions and Parking Lot Guidelines on set at all times.

2. If use of Maintenance or Lifeguard personnel is required, it must be reflected on the permit and call times indicated. Lifeguards require 24-hour notice to be hired with a 4-hour minimum requirement. Maintenance also requires 24-hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is an 8-hour minimum for all after hours filming.

3. Filming requests will be approved on a case-by-case basis.

4. Companies must cover and/or fly cables over pedestrian walkways and turf areas.

5. Filming must not interfere with Lifeguard or Maintenance activities at any time and must not interfere with scheduled beach or park activities or special events.

6. May not block public or emergency access at any time.

7. No catering or craft services allowed on pedestrian walkways or bike path.

8. No animals allowed unless prior approval from DBH, FilmL.A., and local municipal Animal Control office and is indicated on permit. All dogs must remain on leashes and off sand when not filming.

9. No driving scenes allowed on sand or turf areas.[1]

10. Tent use must be indicated on permit. No staking into parking lot. Sandbags or closed water containers must be used for anchoring items on the sand.

11. Emergency access area (marked in red) cannot be used at any time. Exceptions subject to review and approval by DBH Parking and the Fire Department/Lifeguards.

12. All water activities require a Lifeguard to be hired with a minimum of 4 hours of service.

13. Production company may be required to hire a FilmL.A. Monitor if the production or filming negatively impacts public safety or beach operations.

14. Production personnel must be assigned to power cables and/or coned off areas when posing a safety concern.

15. A safety officer must be assigned to motorized equipment when on the sand.

16. Filming and clean-up must be complete by 10:00 p.m. unless otherwise authorized by DBH.

[1] Excludes Dockweiler State Beach

NOT A PERMIT

17. No chemicals on the beach or in the water unless approved by the Director and Fire Chief.

18. Production companies must remove all trash and debris resulting from activity.

19. Playback and amplified sound must be kept to moderate levels after 10:00 p.m. so long as not to disturb nearby residents. Prior approval required from DBH and FilmL.A.[2]

20. Lifeguard towers must be indicated on permit.

21. Digging holes in the sand less than 4 feet deep must be approved by the Director and indicated on permit. Production companies must secure holes in the sand by providing trench shoring, an exclusionary zone with caution tape, staging safety personnel outside the exclusionary zone for rapid rescue, a harness and safety rigging for any person in the trench.

22. All personal motorized watercrafts and vessels must remain 300 yards from the shoreline.

23. No launching or landing of personal motorized watercrafts or vessels from beach.[3]

24. For safety purposes, flagmen are required for all heavy equipment, machinery, and vehicles that are operated on the beach, including during the loading and unloading of filming equipment on the beach.

25. Proof of insurance meeting each jurisdiction involved is required.

26. Community Surveys must be obtained from residences before filming is permitted to take place between the hours of 10 p.m. to 7:00 a.m. Survey radius will be determined by FilmL.A. based on production activity and parking.

27. Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding in vehicles on the beach at any time. Vehicle speed is limited to 5 m.p.h. at all times.

28. In the event of flowing storm drains, film shoots with water activity may be suspended for a period up to 72 hours due to high bacteria levels in ocean waters. Production companies may also be denied access to certain areas on the beach where there is sewage or required storm drain cleanup by DBH Maintenance staff. These decisions will be made by DBH in consultation with L.A. County Lifeguards and FilmL.A.

29. If a situation arises in which the Lifeguard Captain deems unsafe, a consultation with the on-scene production manager will be conducted to determine safer alternatives. Filming will be suspended until safety measures are adopted.

NOT A PERMIT

[2] Playback and amplified sound is not allowed at Burton Chace Park
[3] Exclusions for personal motorized watercrafts at Venice Beach

Special Filming Conditions for Los Angeles County Beaches

VENICE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- For the Venice Blvd. & Rose Avenue lots, no arrival prior to 7:00 a.m. or staying past 10:00 p.m. unless Community Surveys of the residential buildings have been obtained. For the Washington Blvd. lot, companies will not be allowed into the lot prior to 7:00 a.m. or after 10:00 p.m. No exceptions.
- Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.
- Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.
- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time.
- All equipment must be 10 feet from bike path.
- Companies must fly cables over bike path.
- Generator(s) must be facing the water side of the parking lot at Washington Blvd.
- Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.
- No trucks larger than 40 feet will be allowed in parking lot.
- No filming, blocking or parking on access ramps or storm drains.
- Must have a safety person present when driving in lot.
- No filming at Breakwater Lifeguard tower.
- No film requests from Memorial Day weekend to Labor Day from Breakwater Lifeguard tower to the 26th Avenue Lifeguard tower.

<u>Launching and Landing of Personal Motorized Watercrafts</u>:

- Production companies will be allowed to launch and land personal motorized watercrafts (not vessels) at the south end of Venice Beach at the North Channel Lifeguard tower, from October through March.
- Production companies may use the north jetty pedestrian walkway for the purposes of towing personal motorized watercrafts down to the beach. For safety purposes, the use of flagmen or retired/off-duty police officers are required to ensure the safety of pedestrians and beachgoers while towing vehicles are on the walkway.
- After launching, personal motorized watercrafts must remain 300 yards off shore.
- Vessels must remain 300 yards off shore.

NOT A PERMIT

- Personal motorized watercrafts and vessels must not impede the ingress and egress of boat traffic at the Marina del Rey Channel entrance.

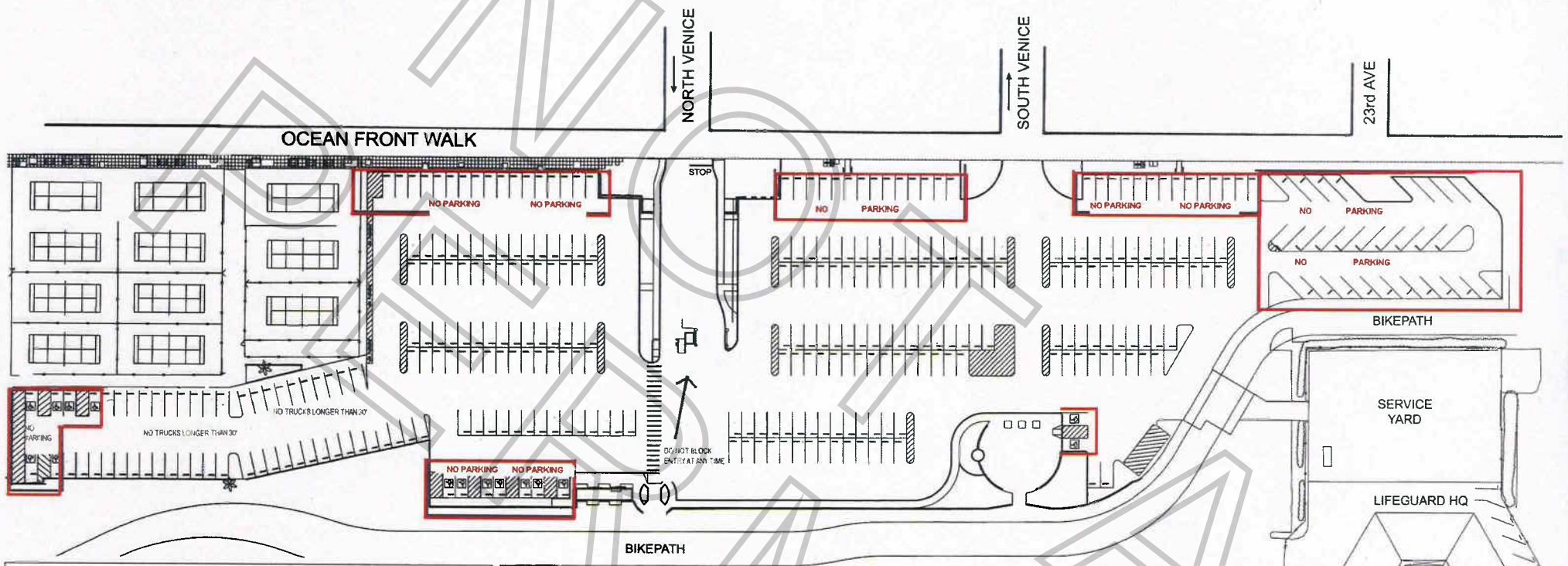
- For film shoots with the use of personal motorized watercrafts in scenes, such watercrafts must remain 300 yards off shore and production company must hire two Lifeguards. One Lifeguard will serve as the operator of the Los Angeles County Lifeguard personal motorized watercraft. The operator will be on the water to monitor the shoot and keep a lookout for public safety. The other Lifeguard will serve as an in-the-water rescuer. Production company may also be required to hire shore-based Lifeguards.

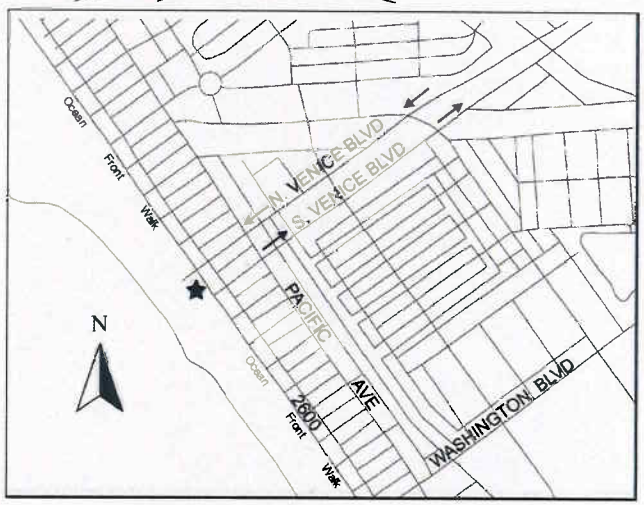
- Unusual requests for use of personal motorized watercrafts will be evaluated on a case-by-case basis.

- On the day of the shoot, if water/weather conditions are unsafe for scenes with the use of personal motorized watercrafts, Lifeguards have the authority to cancel the shoot.

NOT A PERMIT

VENICE CITY BEACH
VENICE BLVD PARKING LOT





Map not to scale.

REGULAR SPACES	337
DISABLED	15
TOTAL	352

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by CLS

This map was produced in whole or in part from THOMAS BROS MAPS(r) digital database files and reproduced with permission granted by THOMAS BROS MAPS(r). All rights reserved.

Permit #S0077452

PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT